Ready First for Clubs and Organizations

Mind, Body, and Energy readiness for every athlete in your organization

One of the most frustrating things a parent or coach experiences is watching their player train all week and then barely show up for the game when it matters most. Until now, we were left to guess why.

Were they tired? Unfocused? Did they show up late? Did they skip a proper warm-up? Were they distracted? Were they coached well? Were they dehydrated? Were they under-fueled? Were they simply disinterested?

R1 gives parents and coaches those answers well before the game. Athlete readiness is one of the most undervalued and overlooked factors in youth sport. R1 helps parents and coaches support their players so they show up ready, every time.



Giving your child the ability to build the right habits at home ensures that when they leave the home, they are ready for sports, school, and life.

ORGANIZATIONS ALREADY WINNING

BARNES TENNIS CENTER
YOUTH TENNIS SAN DIEGO

PAUL ROOS
GIMNASIUM · GYMNASIUM

La Jolla Fencing Academy
"Home of National Champions"

RIVERHEAD
A. A. C.

YOUR PATH WITH R1

STEP ONE
Discovery

Goal: answer all of your questions about our partnership

- ☐ Schedule a live demo
- ☐ Provide you with a roadmap to partnership
- ☐ Set a planned partnership start date

STEP TWO
Advocacy

Goal: get at least 100 of your customers using R1 for free

- ☐ Coaches and families use R1 free
- ☐ We supply email copy and timing
- ☐ Coach onboarding and check-ins
- ☐ Free users are deducted from your enterprise price

STEP THREE
Integration

Goal: customer goes live and onboarding and training are complete

- ☐ Roster setup run by R1
- ☐ Coach training and parent communications
- ☐ Confirm your launch date

PRICING

$50 per athlete, per year, with your first 100 seats free. Free seats used in Advocacy credit against your first integrated year. Organization dashboard included. You choose how it gets funded: absorb it in your fees, pass it through in membership, or split it.



Dr. Matt Kritz, PhD, CSCS
Founder & CEO | Physical Readiness Architect
Human performance expert and sports scientist with decades of experience in Olympic and elite sport systems. Designer of the R1 readiness framework and system architecture, integrating movement science, load tolerance, and long-term athlete development.



Brian Alexander, MA, CMPC
Co-Founder | Mind Readiness Lead
Certified mental performance coach and former USA Water Polo Olympian. Leads the Mind domain, translating performance psychology into developmentally appropriate systems for confidence, focus, and resilience.



Dr. Richard Swinbourne, PhD
Co-Founder | Energy Readiness Lead
Sleep and sports nutrition authority with extensive experience in elite sport and applied health. Oversees the Energy domain, aligning sleep, fueling, and recovery science with safety principles for youth development.



Dr. Alexandra Abbott, MD
Medical Advisor | Sports Medicine
Board-certified pediatric and sports medicine physician with experience across NCAA and professional sports, including UCLA and major professional teams. Provides medical oversight to ensure injury prevention, safe progression, and ethical implementation within youth populations.

COPPA-compliant. Ad-free, parent-controlled, never sold. R1 never compares one child to another. Evidence-informed readiness guidance, clinically reviewed. Not medical advice.